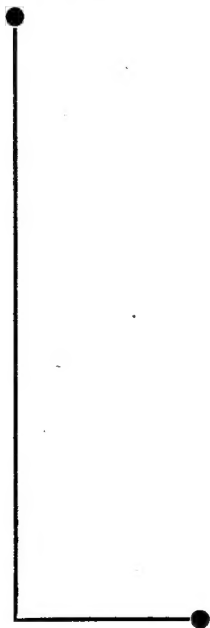


**BAKING
SODA..**



***A Friend
In Need***

Arm & Hammer and Cow Brand Baking Soda are pure bicarbonate of soda. They are identical and both meet the high standards set by the U. S. Pharmacopoeia, American Medical Association and American Dental Association.

Bicarbonate of Soda is prescribed by physicians in a variety of conditions and in those many cases where sodium bicarbonate is indicated the full medicinal effect can be obtained by using Arm & Hammer or Cow Brand Baking Soda. The ordinary dosage internally is a half teaspoonful in a glass or half glass of cool water. The usual strength for application to mucous membrane is a teaspoonful in a glass of water.

It should be understood that most people are well and do not need any medicine; that the habitual taking of any drug without cause is bad practice; that self medication without knowledge of the cause of the illness or effect of the drug is to be condemned. Furthermore, when acute sickness or ill health occurs the most important step toward recovery is the early determination of the cause

of the sickness, and this determination should be trusted only to physicians who are qualified to make diagnoses.

It is only under a physician's advice or in an emergency or as a palliative measure that one is justified in attempting self medication or home treatment. In all cases safety should be the watchword and only such drugs as are known to be harmless should be used.

Bicarbonate of Soda in proper dosage is harmless.

The Council on Pharmacy and Chemistry of the American Medical Association has granted us permission to advocate to the public the following statements concerning the use of Arm & Hammer and Cow Brand Bicarbonate of Soda:

Gargle: If it is desirable to use a gargle to cleanse the throat and remove accumulated mucus a satisfactory solution may be made by dissolving one to two teaspoonfuls of Arm & Hammer Baking Soda in a glass of water. Arm & Hammer Baking Soda is pure bicarbonate of soda.

Scalds and Burns: For first aid treatment of superficial scalds and burns: A paste prepared by mixing sodium bicarbonate and water may be used. The possible necessity of competent medical care in the treatment of burns of even minor degree should always be considered.

Indigestion: If a physician recommends bicarbonate of soda for relief from hyper-acid types of indigestion, Arm & Hammer Baking Soda may be used because it is pure bicarbonate of soda. The usual dose is one-half teaspoonful in a half glass of cool water.

Castor Oil Sandwich: Castor Oil may be made palatable with orange juice and Arm & Hammer Baking Soda. Put the juice from half an orange in a glass, add the prescribed dose of castor oil, stir in one-fourth to one-half teaspoonful of Arm & Hammer Baking Soda. Drink while effervescing.

Copyright 1935

CHURCH & DWIGHT CO., INC.

10 CEDAR STREET

NEW YORK